MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

BMK 3074 – GLOBAL MARKETING

(All sections / Groups)

04 MARCH 2020
09:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages (including the cover page) with 4 questions only.

2. Answer **ALL FOUR (4)** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

QUE STION 1

What are some of the pitfalls in assessing market potential and choosing target markets or segments? Briefly explain with appropriate examples.

(25 marks)

QUESTION 2

If a label on a product states Made in China and a similar product has a label Made in Germany, why do consumers consider the latter to be better than the former? What difference does a label make in consumer perceptions?

(25 marks)

QUESTION 3

Companies entering emerging markets for the first time must exercise particular care in choosing a channel intermediary. Generally, a local distributor is required. What are some of the guidelines that should be considered in selecting a distributor in order to avoid any problems?

(25 marks)

QUESTION 4

What is meant by e-commerce? How can e-commerce activities be classified?

(25 marks)

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